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DATE 28 August 2000

TO/DEST. Co-ordinator
Transit Services Committee

FROM/EXP. General Manager

SUBJECT/OBJET **PERFORMANCE REVIEW: ROUTE 110**

DEPARTMENTAL RECOMMENDATION

That the Transit Services Committee receive this report for information.

BACKGROUND

Route 110 was introduced in September 1999 to provide a new link to the hospital complex on Smyth Road from the Transitway at Billings Bridge Station. Service operates seven days a week at a half-hour frequency. Since the beginning, the route performance has not been a success and the cost-recovery in all time periods has been well below the minimum allowable standards.

A complete route performance review is carried out each year using the Service Design Guidelines. Briefly, the guidelines are used to ensure that the resources available for on-street service are distributed effectively. They balance basic accessibility with ridership potential.

Route 110 was identified as having significant performance problems by the 2000 Annual Performance Review, the results of which were presented for information at the May Transit Services Committee meeting. At that time, approval was obtained to remove service after 21:30 beginning on September 3 due to very low ridership levels.

Measures were also taken to improve the performance of the route. An information marketing campaign took place to ensure that workers and visitors were aware of the service. The marketing endeavour included: distribution of a special takeone on Route 110 buses; arrangements were made with Hospital Complex staff to display OC Transpo material in strategic locations; and installation of a special phone line in the lobby of the CHEO building to provide a direct link to our customer service information staff. The information campaign included a warning that, if considerably more people did not use Route 110, it would be cancelled. Discussion of the route performance has also taken place with the ward councillor.

PERFORMANCE REVIEW

The route performance was closely monitored during the winter and summer and it continues to perform well below the minimum cost-recovery standards in all time periods. The results show that no increase in ridership has taken place since the route was first identified as having performance problems. The minimum cost-recovery targets are 35% during core hours (06:30 to 18:00), and 25% outside of core hours. As shown in Table 1, the cost-recovery values broken down by day type and time period range from 0% to a maximum of 17%.

Leaflets were distributed on Route 110 in late August and early September to inform customers of the proposed route elimination, and to give them an opportunity to comment. The results of the customer feedback will be available at the Transit Services Committee meeting.

Alternative service is provided by high frequency Transitway routes between Billings Bridge and Smyth Station and by routes 85 and 16 which operate along Smyth Road to the hospital complex.

RIDERSHIP IMPLICATIONS

Most people affected by the reductions will have alternatives available to them, though not as convenient. On average, each trip carries less than five customers. It is proposed to reinvest the savings in routes on which more resources are desperately needed. Any losses in ridership due to the reductions proposed will be more than offset by ridership gains where the reinvested service has been introduced.

FINANCIAL IMPLICATIONS

There are no significant implications because all savings are being reinvested into other services where the ridership warrants an increase in the level of service.

PUBLIC INFORMATION

It is important that where trips are to be canceled, the public are clearly informed in advance of the service change. It is proposed to provide information to customers on all trips to be eliminated well ahead of the service change in late December. This approach has worked well in the past.

*Approved by
Gordon Diamond*

TABLE 1**Route 110 Service Performance**

Day of week	Service Change	Cost Recovery by Time Period (%)			
		AM Peak Target= 35%	Midday Target= 35%	PM Peak Target= 35%	Evening Target= 25%
Weekday	Winter (before campaign)	16 %	11 %	14 %	5 %
	Summer (after campaign)	11 %	13 %	15 %	12 %
Saturday	Winter	11 %	17 %	15 %	7 %
	Summer	2 %	7 %	7 %	7 %
Sunday	Winter	13 %	15 %	10 %	3 %
	Summer	3 %	6 %	2 %	0 %